

CLAIMS

1. A masking agent comprising a nontoxic salt of gluconic acid as an active ingredient.

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2. A masking agent according to claim 1 for masking odor of an oral ingestible product.

3. A masking agent according to claim 1 for masking flavor of an oral ingestible product.

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4. A masking agent according to any one of claims 1 to 3, wherein the nontoxic salt of gluconic acid is an alkali metal salt or an alkali earth metal salt of gluconic acid.

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5. A method for masking flavor and/or odor particular to an oral ingestible product by adding a masking agent according to any one of claims 1 to 4.

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